

**TELVENT**

IT for a Sustainable and Secure World

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Farradyne

# Positioning 511 for Disasters and Emergencies: MTC 511

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**California 511 Workshop: The 511 Your Customers Want**

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## Overview of MTC 511

- § Bay Area's free traveler information service
- § Phone – Call 511
  - § Launched December 2002
- § Web – Visit 511.org
  - § Launched early 2004
- § Multimodal
  - § Transit
  - § Traffic
  - § Ridesharing
  - § Bicycling
- § 100,000+ calls/week
- § 390,000+ web user sessions/week





## Emergency Enhancements

- § Position 511 as information portal during emergencies
  - § In the plan for 2006 - 2008
- § April 29, 2007 tanker incident raised the priority
- § Lessons from bridge collapse
  - § Capacity issues
  - § Information tailored to the event
  - § How to deal with “out of service” links
- § Capability to respond appropriately to different severities
  - § Regional disasters
  - § Sub-regional disasters
  - § Regional disruptions
  - § Sub-regional disruptions



## Actions to Address Capacity - Web

- § Technology refresh
  - § New servers
  - § Increase number of servers
- § Reduce map detail
  - § Removed street layer
- § Ability to add static maps (instead of dynamic)
  - § Regional and selected sub-regional views
  - § Updated every minute
- § Limit refresh rate



## Actions to Address Capacity - Phone

- § Moving to Voice Over IP
- § Developed flexible menu structure
  - § Allows different menus under different conditions
- § Hardware and software refresh
- § Investigating sharing ports



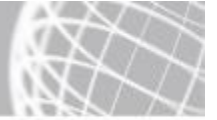
## Information tailored to Event

### § Web

- § Static maps with detour information
- § Detour driving times
- § New “ticker” to share information on all sister sites

### § Phone

- § Re-structured, flexible menu
- § Floodgates at more menu locations
- § Improved floodgate tool



## Out of Service Links

- § Developed “Break-a-Link”
- § Automatically provides new trips when a critical link is out of service



## Labor Day Bay Bridge Closure

- § Full closure of the Bay Bridge – major transportation disruption
- § Developed the new tools over the Summer of 2007
- § Implemented as a test
- § Features worked well



## System Migration

- § Co-locate with SanDAG 511 system
- § More isolated from disasters
  - § Secure site
  - § More immune to seismic events
- § New hardware and updated COTS software
- § Voice over IP telephony
- § Allows potential for sharing resources



# Bay Area 511

**Toll Free Number  
888-500-INFO**

**<http://www.511.org>**

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Thank you!